



LEO BURNETT U.S.A.

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May 15, 1995

James Vander Putten
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Re: 1995 Marlboro Name Generation Timeline

Dear Jimmy:

This forwards the 1995 Marlboro Name Generation Timeline, planned versus YTD. Per your recent inquiry, a third category has been added to indicate timing of early March events. The attached chart outlines the data flow process from the time an event occurs through records being loaded to the database. For each step, planned/actual timing has been included.

1995 Planned

The planned number of days for data to be loaded to the database after a specific event is approximately eight weeks. One step that is time consuming is the three weeks (based on 1994 Name Generation) allotted for mailing the cards Third Class to the data entry vendor. This was decided by the Event Group in an effort to control costs.

Based on your input to Karen Tolchinsky, we have decided to send event cards via UPS for any one time events in which more than 5,000 surveys are generated. This will allow us to track bulk shipments of surveys and accelerate the data flow process by cutting down the mail time.

1995 Year To Date

With the exception of a few events, the average time YTD for records to be loaded to the database from the time of an event is six weeks versus the planned eight weeks. There are two reasons we have seen a 25% reduction in timing for 1995 Events. The first is the cooperation and timeliness of the Post Office working with our data entry vendor. The second is that our data entry vendor has reduced the agreed event card processing time by 20% YTD.

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Early March Events

The process flow for the March 5 events will be completed in approximately nine weeks, or one week longer than 'Planned'. As reflected in the chart, the step that varied from the planned process flow was the time needed for event cards to be received by the data entry vendor. The event coordinators had received in excess of 30,000 surveys from various events which took place between March 5 and March 12. Due to this large quantity and new events occurring each week, the sorting and batching process was delayed. In order to speed up the process flow of these cards and ensure the large quantity was not lost in the mail, it was decided to send these via UPS to our data entry vendor. The majority of these records will be loaded to the database in the May 17 update.

Next Steps

We will continue to monitor the 1995 Marlboro Name Generation Events process flow. A report will be issued at the end of June to update this process flow during the peak event period.

If you have any questions, please call me at (312)220-5214.

Sincerely,

LEO BURNETT U.S.A.



Jim Snakard

cc: K. Tolchinsky - PM/NY
C. Baca, J. Callery, P. Goggin, S. Kaufman, K. Linehan, J. McNitt, B. Oechsler,
D. Porter, D. Sharp - LBCo.

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